FREDERICK LOESER & CO

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MANY WOMEN HAVE LOST
MONFY THROUGH E.G. LEWIS.

MINION. Subscribed Toward the Schemes of the Man New Under Indicates at st. Louis Activities Ranged From Market Chaik to Hanking Enterprises.

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St. Louis Activities Ranged From Market Chaik to Hanking Enterprises, and the students at Trinity College was Elward G. Lowis, son of a New England Chergyman. Ho showed aptitude for the study of chemistry and of human harder of the study of chemistry and of human harder prises which dread to a mount to mark \$100.000.000. On the Post Office of his boand, sons and brothers without exceedings against Lowis show that the twenty-five years since he left college &e has invented many schemes and won the confidence of may persons who were willing to risk their savings in the hope of being made rich quickly. Senator Burton of Ohio in defending the action of the Post Office Popartiment toward Lewis's enterprises said recently in the floor of the Senate:

"They are as numerous as the list that Bagedot gives of the absurd enterprises and the loss of the Could beautiful the Vest of the Schollege. He had made money with his tobacco cure and he sought to build up a fortune with a sarsaparilla blood medicine, but this failed and he lost all he had made with the other cure. He was successively sales agent for a diamond broker and a stemme that and the same and t

he went to the drug department of the store and announced a demonstration of his "wonderful bug chalk."

He made a chalk mark on the table and set the roach free. When the bug started to walk across the chalk mark and smelled the wintergreen it backed off and went the other way. He sold the mixture of crayon and wintergreen in the store for \$7.50 and then made a

bouse to house canvass with the chalk. He soon had a small bank roll.

Lewis then originated "Anti-Skeet" and "Anti-Fly." These preparations were tablets, which when burned made a cloud of smoke supposed to be deadly to mosquitoes and flies. His first corporation was formed to take over these preparations, but the Sheriff finally seized the assets, including a carload of "Anti-Fly." ssets, including a carload of "AntiSkeet," and one of Lewis's partners committed suicide. The Sheriff was induced

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The Sheriff was induced of "Antiblue in all professions; found an old ladies' home, library, orphanage and loan and relief fund, and give other benefits.

As a bait to attract women Lewis the work Co'umbus had done seventeen the work Co'umbus had done the work Co'umbus had done seventeen the work Co'umbus had done seventeen the work Co'umbus had done the work Co'umbus had done seventeen the work Co'umbus had done the work Co'umbus had don

Easy Foot Powder," which made money for Lewis the first summer but went out of business in the winter; "Anti-Cavity," a toothache medicine; "The Progressive Watch Company," an endless chain scheme by which one could get a country of the great times that thereafter.

Last year the league was announced to have 26,000 life members at \$52 each. which should have made a fund of \$1.-352,000. Last fall, after persistent demands for an accounting, Lewis said he had received only \$893,576, and had paid out \$1,117,782. Nothing came of the great country of the great times that thereafter. Easy Foot Powder," which made money watch by paying a dollar down and inducing a number of other persons to do the same; a mail order publishing con-cern through which Lewis first entered the publishing business with a small magazine to exploit cheap jewelry; an instalment company to sell watches and jewelry for one-third down and the rest monthly, the cost of the article being really covered by the cash payment; an ddressing machine company which sold stock but no machines; a coin controller which sold devices for use on telephones but which proved to be an infringement on a patent; a collection agency to assist mail order houses to collect accounts. mainly from children who answered advertisements in weekly papers and magazines, and a guessing contest on the at-tendance at the St. Louis exposition. Then Lewis turned his back on the smaller creations of his mind and went in for greater things. He organized the Development and Investment Company, a holding company for later schemes, the stock of which was guar-

National Weekly with the purpose of drawing subscriptions to his stock selling scheme from women readers. He paid for both publications chiefly with stock in his investment company. His first big enterprise came in 1904 with the organization of the People's United States Bank, which was to transact all of its business through the mails. Its office was at University City, a suburb of St. Louis, where Lewis had established the University Heights Realty and Development Company and the Lewis Publishing Company. The bank was chartered under the laws of Missouri in November, 1904, with \$1,000,000 capital stock,

anteed to pay 1 per cent. dividends a

month, and in 1901 he bought the Woman's Farm Journal and the Woman's

half paid up. Lewis subscribed to 9,915 than the others, but if properly cooked out of 10,000 shares and said he bought is just as good. Lay the steak on a meat the stock with his own money. The board and score it well with a chopping following March the capital was increased knife. to \$2,500,000, with \$2,000,000 paid up. It

FROM \$1.10 TO TEN MILLIONS means been permitted to get in on the ground floor of a great bank. I am not only putting nearly a million dollars into it myself, but am so doing as to add my

Following the "readers' pool" came the

Following the "readers' pool" came the most pretentious scheme of all. He organized the American Woman's League as an auxiliary of his publishing company. In his first literature he proposed it as a scheme for paying his debts.

Membership was to be secured by sending \$52 worth of subscription to his paper. One-half the money remitted was to go for subscriptions and the other half into a fund for the benefit of the league membership, which was to be limited to 1,000,000 persons and would give an endowment

mitted suicide. The Sheriff was induced to release the carload of mosquito tablets, and Lewis moved on to St. Louis and began his career in this city.

There followed in rapid succession "Dr. Hott's Cold Crackers," warranted to "crack a cold in half an hour"; "Walk year and several times that thereafter.

Last year the league was announced to the work Co'umbus had done seventeen years before the publication of the academicians' book, to these obscure schoolmen of the little town of Saint Dié is the credit due for the naming of the year and several times that thereafter.

Last year the league was announced to educational university except correspondence lessons from three existing concerns with which Lewis had contracted.

and the league is now said to have nothing but an indebtedness of about \$2,000,000. Last summer when Lewis had defaulted on the notes of all his enterprises, includon the notes of all his enterprises, including his trusteed notes, and money had quit coming into the league, he had a "hurrah for Lewis" meeting in this city. He insisted that every one of his schemes had proved a fortune maker and boasted of \$500,000,000 of assets with liabilities of only one-third of the amount. He said that if a building fund of \$2,500,000 could be raised all his enterprises could be financed. He proposed to issue debentures against this fund, and in spite of past experiences the women gave up

past experiences the women gave up \$1,500,000 more for debentures. From these schemes the Post Office authorities estimate that Lewis has taken in \$10,000,000. He is still optimistic, and hopes to have his trial set down for the week of October 23, when the American Women's League is to have its convention

here.
"I believe my trial will draw 25,000 more women to the convention," he says

THE CHEAPER CUTS OF MEAT. If Properly Cooked They Are Not to Be

Butchers should endeavor to correct the impression of customers that only the high priced meats are valuable as food. On the contrary, says the National Provisioner, the cheaper cuts are often more highly flavored and fully as nutritious.

The chuck is one of the cheapest portions of the beef, but when cooked slowly in a small amount of water either with or without vegetables for seasoning is a most excellent dish.

In stewing meat if too high a temperature is used it will toughen the fibre. Another mistake is to overcook the meat until it falls to shreds. The skirt steak sells for two or three cents a pound less

Then dredge with flour and put it into

'America's Baptismal Certificate"

Here is a reproduction of the page of the ancient "Cosmographiæ Introductio," raries writings attest., at Saint Dié in the domains of René II. of Lorraine, in which America received its name. In the same town of Lorraine and the praises of this naming of Americas was celebrated by Frenchmen and Americans and the praises of the old geographers who selected the name for the New World were rehearsed.

The members of the Vosgian Gymna
arship, as fragments of his contemporaries writings attest.

It has been pretty well established by the members of the Société Philomatique of France, which had in charge the celebration recently held in Saint Dié, that Jean Basin was the man who wrote that portion of the "Introductio" which includes the passage naming the Jean Basin's house on the Rue des Jointures in Saint Dié still stands. Also the house in which the book was printed has survived the weathering of 400 years and during the recent celebrations it was marked with an appropriate tablet.

The members of the Vosgian Gymna- marked with an appropriate tablet.

COSMOGRPHIAE

Capadociam/Pamphiliam/Lidiam/Cilicia/Arme mas maiore & minore. Colchiden/Hircaniam/His beriam/Albania: et preterea metas quas fingilatim enumerare longa mora ellet. Ita dicta ab cius nomi nis regina.

Nuc yo & he partes funt latius lustrate/& alia quarta pars per Americu Velputiu(vt in lequenti bus audietur)i.ruenta est/qua non video cur quis iure vetet ab Americo inuentore lagacis ingenti vi Amerie ro Amerigen quali Americi terra / live Americam dicenda:cu & Europa & Asia a mulieribus sua sor tita fint nomina. Eius fitu & gentis mores ex bis bi nis Americi nau actionibus que lequunt liquide intelligi datur.

Hunc in modu terra iam quadripartita cognos faiter funt tres prime partes connentes/quarta eft infulateu omni quace mari circudata confpiciat. Et licet mare vnu sit que admodu et ipsa tellus/multis tamen finibus diftinctum / & innumeris repletum infulis varia fibi noia affumit : que et in Colmogra phiæ tabulis colpiciunt/& Priscianus in tralatione Dionify talibus enumerat verlibus.

Circuit Oceani gurges tamen vndic vaftus Qui quis vnus lit plurima nomina fumit. Finibus Helperijs Athlanticus ille vocatur At Boreg qu'a gens furit Armialpa lub armis Dicitille piger necno Satur.ide Mortuus est alija:

"AMERICA'S CERTIFICATE OF BAPTISM." The page of "Cosmographiæ Introductio" containing the passage in which the name of Americ

sium who gave their efforts to the joint authorship of the "Cosmographiae Introductio" endowed two continents with a name in these words:

"But now parts [of the world] have been more extensively explored and another fourth part has been discovered by Americus Vespucius (as will appear from what follows); wherefore I do not see what is rightly to hinder us from calling it Amerige or America, i. e., the

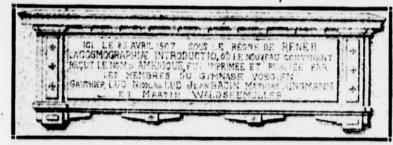
and of Americus."

new hemisphere.

The "Cosmographiæ Introductio" was part of a great work designed by Martin Waldseemüller and his companions of the Vosgian Gymnasium. It was to be a revision of the work of Ptolemy, amended so as to include the results of recent discovery. Associated with Waldseemüller were Mathias Ringmann, Vautrin and Nicholas Lud and Jean Basin. The last was vicar of the cathedral of Notre Dame in Saint Dié, a man of great schol-

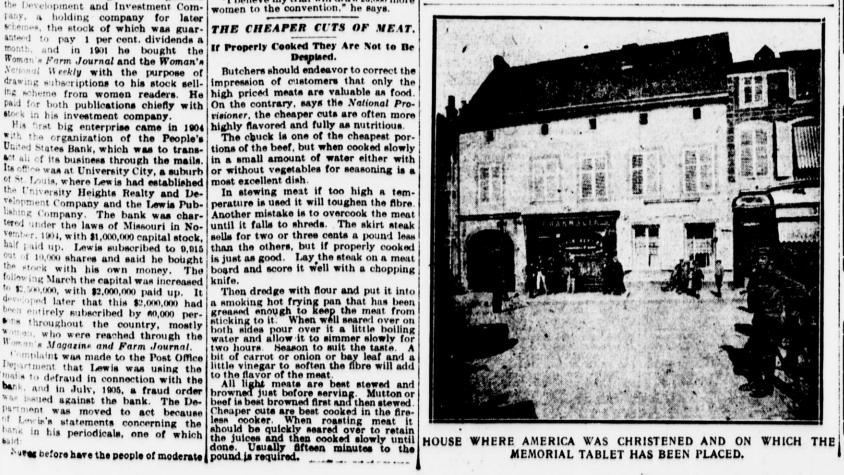


HOUSE OF JEAN BASIN.



THE MEMORIAL TABLET.

Translation of the inscription: "Here, on April 25, 1507, in the reign of Réné II. the 'Cosmographiæ Introductio' wherein the new continent received the name of America, was printed and published by the members of the Vosglan Gymnasium, Gauthier Lud, Nicolas Lud, Jean Basin, Nathias Ringman and Martin Waldseemuller.



FREDERICK LOESER & CO BROOKLYN ADVERTISEMENTS.

In every detail the Leading Retail Establishment of Brooklyn.

Store Closes at 5 P. M. Saturdays at Noon

Over a Thousand \$4.00 Dresses at 98c

Heading a Wonderful Sale of Women's Wear

EVEN FOLLOWING THE GREAT SALES of past weeks in the Loeser Store this event will seem extraordinary. A complete and dainty one-piece summer Frock for less than a dollar! Surely that is amazing. And when more than a thousand of such values are offered it is enough to entifusiasm wherever there are women who need summer Dresses.

These are of dainty tissues and ginghams, the whole surplus of one of the chief makers of women's summer wear. We have sold identical styles for the full price earlier in the season. Round or square necks with dainty trimmings; some of lace.

Dresses at \$2.98 : : : Values to \$10. Four hundred one-piece Frocks gathered together from previous sales and now repriced for a swift dispersal. There are linens, batistes and tissues in a wide variety of styles and colorings. Trimmed with lace and embroidery for the most part. Gathered and gored skirts and some with overskirt effects.

Mohair Skirts at \$1.98.

Made of very lustrous mohair with box plait panel front and ack. Black and navy.

Gored Skirts of imported English rep with habit back and buttons of pearl at side. Also linene Skirts with box platted back and front. Also linene Skirts with the new loose apron panel front and back.

84 Wash Skirts at \$1.98.

English rep Skirts with the newest loose fishtail panel front and back; also a panel back style with buttons down the front—pearl buttons with steel obsters.

Second floor. None C. O. D., on approval or credited.

Furniture Sale Starts Afresh

With New Interest: Unrivaled Values. Disposal of Brass and Iron Bedsteads

At Low Prices That Set a New Record of Value.

THESE METAL BEDSTEADS REPRESENT THE BEST that has been produced by the chief makers of the country. There is a great variety of styles, including the distinctly new styles that have brought and the country and the country. try. There is a great variety of styles, including the distinctly new styles that have brought metal Bedsteads to a higher artistic excellence. There is—even at the smallest prices—heavy metal and the best finishing, Bedsteads that may be depended on for long service.

Read the prices. Even with the memory of past sales here this seems the most extraordinary in our expe-

\$12 Brass Bedsteads, \$4.75.

They are of our regular stock, as good as any Bedsteads we sell at full price, and may be depended on to give full service and satisfaction. Two inch posts, heavy filling rods, polish finish.

In the 3 Ft., 4 Ft. and 4½ Ft. Sizes at Same price.

These bedsteads will not be sent C. O. D., nor will mail or telephone orders be filled. They will be sold only for immediate delivery. No more than two will be sold to a customer, and none will be sold to dealers.

\$22 Brass Bedstends, \$18.78. Two inch round pillars and continuous bent top tubing, large filling rods; 3 feet, 3 feet 6, 4 feet and 4 feet 6 sizes; bright or satin finish.

824 Brass Bedsteads, \$18.75. Two inch round pillars and continuous bent too tubing with seven filling rods, 3 feet 6, 4 feet and 4 feet 6 sizes; bright or satin finish.

\$32 Brass Bedsteads, \$25.50. Two inch round pillars with one and one-half inch square top rod, seventeen large filling rods, 3 feet, 3 feet 6, 4 feet and 4 feet 6 sizes; bright or satin finish.

Two and one-half inch round pillars, cross red and ornamental laterals, panel design; 3 feet, 3 feet 6, 4 feet and 4 feet 6 sizes; bright or satin finish.

\$34 Brass Bedsteads, \$25.75.

842 Brass Bedsteads, 688. Two inch square post with square filing rods, Colonial design; 3 feet, 3 feet 6, 4 feet and 4 feet 6 sizes; bright or satinfinish.

Brass Bedsteads. ntinuous post design:

Square post design:

\$25,50, reg. \$32
\$51, reg. \$47
\$53, reg. \$44
\$110, reg. \$165
\$44, reg. \$55
\$282, reg. \$290 White Enamel Iron Bedsteads. ## 150 Bedateads.
150 Bedat \$1.75, reg. \$2.15 \$2.55, reg. \$8 \$2.75, reg. \$8.25 \$3.20, reg. \$3.75 84.50, reg. \$5.25 65.10, reg. \$6 86.35, reg. \$7.50 68.85, reg. \$4.50 | 67.65, reg. \$0 \$11.25 Box Springs at \$8.75.

Special upholstered Box Springs covered with A. C. A. ticking, full size.

Smaller sizes at proportionately reduced prices. \$8.75 Cotton Felt Mattresses, \$6.75. Cotton felt Mattresses covered with fancy ticking; full size. 514 Silk Pless Mattresses, 611.75. Silk Floss Mattresses, covered with fancy ticking full size. Third Floor.

Special black hair Mattresses covered with A. C. A. ticking, weigh 45 pounds 4 feet 6 inches and 6 feet 4 inches, one or 827 Hatr Mattresses, 620. Special black hair, covered with A. C. A. ticking; weigh 45 pounds; 4 feet 6 inches and 6 feet 4 inches in size; one or two parts.

820 Hatr Mattresses, \$14.

832 Hair Mattresses, 828.50. Black horsehair drawings, covered with Gold Medal ticking, weigh 40 pounds: 4 feet 6 inches and 6 feet 4 inches in size; one or two parts.

Smaller sizes at proportionately reduced prices.

Pillows 82.70 a Pair, Reg. 84. Grade AA, in size 22x28 inches. Filled with pure duck feathers and covered with Gold Medal ticking.

Pillows #4 a Pair, Reg. #6. Grade BB, in size 22x28 inches. Filled with pure duck and geese feathers and covered with Gold Medal ticking.

Pillows 85.50 a Pair, Heg. 88. Grade CC, in size 22x28 inches. Filled with pure geose feathers of fine quality, covered with Gold Medal ticking. Pillows ST a Pair, Reg. \$10.

Grade DD, in size 24x30 inches. Filled with pure greese feathers of extra fine quality. Covered with Gold Medal ticking.

Vacation Clearance Sale of Waists \$2 to \$5 Values at \$1.50.

THOUSANDS OF ATTRACTIVE, EXCELLENT WAISTS will be marked at specially low prices here tomorrow, but this group at \$1.50 deserves particular attention, even in such a company.

There are fine lawn and lingerie battste Waists and some marquisettes—a great variety of styles altogether. Many have the colored Bulgarian embroidery trimming, some with plain colors and some with black. Several very good lace-trimmed models also. Mostly low necks and three-quarter sleeves, but there are some with high necks. Walsts at 98c. Values up to \$2.

84 to 87 Walsts at 82.98. \$2.50 to \$4.08 Waists at \$1.98. 39c. to 50c. Waists at 25c. SI and SI.50 Waists at &De. \$1.75 Norfolk Coat Waists at 98c.

\$2 to \$4 Lingerie and Silk Waists, \$1,29 ON MAIN FLOOR TABLE.

Daintiest of linceric models with pretty lace yokes, others with colored & broidery. Low necks and short sleeves and some high neck models also. Some of them are from our own stocks and not as fresh as they were once. There are silk Waists, too, mostly dark colors—navy, brown and striped effects as well as some in light colors. A few black silk Waists are included.

50c. to \$1 Silk Remnants at 29c. Yd. On Special Tables in Silk Store

WOMEN WHO REALIZE THE ECONOMY of buy-ing short lengths of Silks will find the best offer-ing in the Silk Store tomorrow that we have vet made.

yet made.

It is a general clearance of all remaining odd lengths and surplus pieces of fine Bilks which remain from our season's seiling. There are many lengths of all silk shantung Pongee, which is most excellent for outing suits. There are fancy hairline striped silks and printed Fe llards as well as a quantity of other fine and desirable Silks in a great range of colorings and patterns.

They range in length from one to ten yards. There is none worth less than fifty cents a yard and a majority are worth 75c. and \$1. All for immediate disposal tomorrow at 25c. a yard

None sent C. O. D., credited or exchanged. Main Floor. Bond Street

Women's \$3 and \$3.50 Pumps and Oxfords, \$1.98.

POR THE WOMAN ABOUT TO DEPART on vacation this good Footweer news is most opportune.

In this collection are several hundred pairs of summer Pumps and Oxfords in a variety of styles, of patent and dull calfskin with welted and stitched soles. Being a clearance it is natural to find the size range is broken. All are our regular three and three-fifty values for \$1.95 a pair Main Ploor, Eim Place.

1,000 Umbrellas, Record Sale. Men's&Women's\$1.50Styles.98c.

TN MANY CASES THE HANDLES alone are worth more than the price which we ask for the Umbrella complete. There are just a thousand of them-five hundred for men and five hundred for women, and if the full extent of the value of this offering was understood there would not be one left by store closing tomorrow. The coverings are of the best grade of American taffets.
All are 8 rib shape with broad spread and soundly and sub-

All are 8 rib shape with broad spread and soundly and substantially constructed.

The handles of both men 's and women 's Umbrellas are handsome. Among the men's are crooks, trimmed missions, horn trimmed and various styles. Among the women 's are mission, natural, carved mission, trimmed natural, pearl and silver and a number of other up to date modish effects.

It is unquestionably the best lot of Umbrellas it has ever been our privilege to offer for 98c. each.

Main Floor. None Sent C. O. D.

\$5 Semi-Made Batiste Robes, **\$2.98.**

IL THAT WE HAVE LEFT of the fine sheer semi-A made batiste Robes which formerly sold at five dollars, tomorrow will be \$2.98.

They are embroidered in beautiful floral patterns and spray signs and come in pink, blue and coral shades on the white They may be quickly and easily fashioned into attractive mmer frocks, and at tomorrow's price, \$2.98, they are the st value ever.

29c. White Stripe and Check Batiste at 19c.

regularly \$1.20, at the English NAINSOOK, 40 inches wide, in twelve yard pieces: regularly \$2.50, at 23.12

Main Ploor.

49c. to \$1.29 Allover Embroideries 29c. to 69c.

I MPORTERS ARE READY to close out all small groups and surpluses, and so are we. This combination of circumstances brings here tomorrow two of the best Embroidery values of the summer.

This lot displays another handsome collection of em-broidered Flouncings in the blind and openwork patterns all on the finest quality of Swiss, and finished with scalloped edges. 49c. TO \$1.49 27 INCH FLOUNCINGS, 20c. TO 59c.

Main Floor. None Sent C. O. D.